

Rhode Island Commerce Corporation

REQUEST FOR PROPOSAL (RFP)

For

Website Design and Development

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- ISSUE DATE: September 15, 2014
 - PRE-BID CONFERENCE: September 17, 2014
 - RFP QUESTIONS DEADLINE: September 19, 2014
 - QUESTIONS AND ANSWERS POSTED: September 23, 2014
 - BIDS DUE: September 30, 2014 by 4:30 p.m.
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REQUEST FOR PROPOSAL

This document constitutes a Request for Proposal (RFP) from qualified individuals and organizations to develop and design a new website for the Rhode Island Commerce Corporation (Commerce RI) to replace the current www.commerceri.com site. This request is an offer by Commerce RI to purchase, in accordance with the terms and conditions of this RFP, the services proposed by the successful offeror(s), by contract, as needed.

BACKGROUND

As a multi-faceted quasi-public agency that leverages partnerships and resources for business in RI, we recognize our website as an important tool that needs to engage and attract business and partnerships, as well as act as a comprehensive portal of information. In addition, Commerce RI has a myriad of programs and affiliated organizations with specific beneficiaries that would need to be represented within the website. This project will be guided by input from a soon-to-be-completed marketing plan with branding and positioning guidelines. Further, it will support and complement a number of economic development marketing tools Commerce RI has developed in the past year, along with strategic partners. The finished product will clearly highlight the agency's capabilities, expertise, potential opportunities and partnership role in creating the conditions for businesses to thrive in Rhode Island. Commerce RI's mission is to work with public, private and non-profit partners to create the conditions for businesses in all sectors to thrive and to improve the quality of life for our citizens by promoting the State's long-term economic health and prosperity. www.commerceri.com.

SCOPE OF SERVICES

The offeror shall provide a proposal, in accordance with the terms and conditions set forth herein, to provide services to Commerce RI as follows:

- Develop and execute a web development and design plan to replace the current Commerce RI website
- Provide system implementation training/Content Management System (CMS) support for Commerce RI staff
- The offeror's proposal should:
 - Detail CMS offerings and describe how the proposed CMS will impact site performance/SEO optimization.

- Outline on-going site maintenance needs and projected costs
- Detail site maintenance offerings
- Outline hosting/colocation services and projected costs
- Detail hosting/colocation offerings
- The Offeror will be expected to integrate a separate, but related, website project into the new Commerce RI site. Commerce RI will engage a vendor to develop a website specifically to engage and empower the Latino entrepreneur community in Rhode Island which will need to be integrated into Commerce RI's main website.
- Commerce RI will be responsible for content delivery for integration into new site
- Commerce RI will maintain current URL address

PROCESS AND REQUIREMENTS

Offeror will provide Commerce RI with consulting services as mutually agreed upon as described in a Statement of Work which will govern any particular assignment that is engaged under this RFP.

The Statement of Work shall be drafted as an engagement letter between the parties setting forth the following:

- a complete and detailed description of the type(s) of services to be rendered by the offeror;
- the applicable billing rates for the services to be rendered ("Service Fees");
- any additional terms and conditions to which the parties may agree.

Offerors will submit their proposals within the timeframe indicated.

No extension in the submittal date will be granted on an individual basis. If Commerce RI determines that the timeframe it has established for this RFP is inadequate, it may, at its option, extend the submission deadline for all Offerors.

Offerors agree that their proposals are a firm agreement to provide services at a stipulated rate to Commerce RI. Those rates will be reflected in the Statement of Work engagement letter. All pricing schedules quoted in response to this RFP, however, must remain in effect for the duration of the contract if awarded.

Offeror may withdraw their proposal at any time by notifying Commerce RI in writing of their intention to do so.

EVALUATION AND SELECTION CRITERIA

Commerce RI is committed to selecting the most competitive offer. Our evaluation will be geared to identify those proposals which offer the best combination of expertise and value. Commerce RI will not, however, base its evaluation solely on price and reserves the right to make an award to an Offeror who may not necessarily be the lowest bidder.

- Commerce RI reserves the right to award all, partial or none of this solicitation.
- Travel and travel reimbursement is not authorized for this acquisition.

Offeror shall have the capability, experience, and expertise to provide the Commerce RI with services in accordance with the requirements set forth herein and consistent with the representations made in the submission under this RFP.

PROPOSAL FORMAT

Commerce RI will not provide any reimbursement for any cost associated with the development or presentation of a proposal.

Failure to include any of the following information may have an adverse impact on the evaluation of a proposal:

- Offeror should complete all of the components of the below Evaluation and Selection Criteria. Offeror should respond to the main themes of each of the outlined Evaluation and Selection Criteria in a comprehensive, yet succinct, narrative that addresses Commerce RI's core needs as outlined above. Offeror should provide corresponding examples, sample work products or references where asked to do so. The Selection Committee may request additional detailed responses to individual questions during a possible oral presentation.
- Inclusion of client information or references that reflect upon the Offeror's consulting expertise or experience is desirable.
- Table of contents and an executive summary of the proposal should be included.
- A fee schedule for work proposed under the RFP should be included.

COMPANY DETAILS

- Company name and parent company name
- Ownership structure
- Years in operation
- Mailing address (headquarters)
- Other office location(s)
- Primary phone
- Fax number
- Website and blog URL
- Primary point of contact (name, title, phone and email address)
- Bios of primary team members who would be engaged in this project
- Total number of employees
- Please provide a comprehensive pricing and/or rate sheet for all potential services you might provide under this RFP should you be selected as a service provider

REFERENCES

- Three references for web development work including; company name, primary client name, contact details and brief explanation of services provided
- Any potential conflicts with existing vendor client base and this RFP

CAPABILITIES & EXPERIENCE

- List all capabilities
- Please list any experience you have with website design
- Is there a specific industry or type of work your firm specializes in?

- Please provide three case studies of your work that resulted in a web development initiative and the business results achieved using the categories below to guide your case study.

WEBSITE DEVELOPMENT

Tell us the process that you would use to develop the website as well as content that is needed (multi-media or text)

- Provide a planning process that includes the design phase and element process;
- Execution of the development
- Provide numbers of revisions that are included
- Please detail the technical needs and systematic implementation that would be needed
- Detail project management from your agency
- Provide a detailed cost outline
- Outline analytical metrics that will be integrated into the website

RFP LOGISTICS

Questions & Answers:

All questions concerning this RFP must be emailed to the following email address: commteam@commerceri.com by September 19, 2014. Questions will not be considered unless submitted in writing as directed.

Vendor questions and subsequent agency responses will be posted on the Commerce RI website at www.commerceri.com/rfp and the State of Rhode Island Division of Purchases website by September 23, 2014.

Pre-Bid Conference:

There will be an optional pre-bid Conference on Wednesday, September 17, 2014 at the Commerce RI office located at 315 Iron Horse Way, Suite 101, Providence, RI 02908.

RFP Deadline:

Completed proposals relating to this RFP must be received by Commerce RI on or before September 30, 2014 at 4:30 p.m. All proposals with the appropriate required information must be submitted in a sealed package.

Please submit four (4) copies of the proposal materials to:

Rhode Island Commerce Corporation
Attn: Website Design and Development RFP
315 Iron Horse Way, Suite 101
Providence, RI 02908

Proposals submitted after the due date and time will not be considered, no exceptions.